

Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W
----- 088292

R 050922Z DEC 74
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 3614
AMCONSUL HONG KONG
AMEMBASSY TOKYO

UNCLAS TAIPEI 7201

FOR: BIC/OIM/MRD ROOM 4049

PASS COPY TO OIM/FE - SONNE

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: GLOBAL MARKET RESEARCH - LABORATORY INSTRUMENTS

REF : TAIPEI 6583, STATE 250582, HONG KONG 11839, STATE A-6864

1. TAIPEI 6583 OF 10/30/74 REQUESTED THAT COMMERCE CONCUR WITH A PROPOSAL TO AWARD THE CONTRACT FOR THE "LABORATORY INSTRUMENTS" GLOBAL MARKET SURVEY TO MANAGEMENT CONSULTANTS, A LOCAL RESEARCH FIRM UNDER AMERICAN MANAGEMENT. IT WAS EXPLAINED THEREIN THAT THE NEW TRADE CENTER IN TAIPEI WISHES TO IDENTIFY A RESERVE OF AT LEAST 3 LOCAL FIRMS WHICH ARE COMPETENT TO CONDUCT USDOC CONTRACT MARKET RESEARCH AND UPON WHICH THE CENTER MIGHT RELY FOR ITS FUTURE RESEARCH REQUIREMENTS. FOR WHILE ANY RESEARCH CONTRACTOR MAY BE ABLE TO CONDUCT STATISTICAL ANALYSES OF THE MARKET HERE, THOSE CONTRACTORS THAT ARE BASED IN TAIWAN ARE BETTER ABLE TO PROVIDE SUBSTANTIVE NARRATIVE INSIGHTS TO SUPPORT THEIR STATISTICAL PRESENTATIONS. IT IS ESSENTIAL THAT WE IDENTIFY THOSE MOST COMPETENT TO DO SO.

2. WHEN CONTRACT MARKET SURVEYS ARE CONDUCTED BY FIRMS BASED IN TAIWAN, THE POST'S RESEARCH STAFF IS IN BETTER UNCLASSIFIED

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POSITION TO SUPERVISE THEIR PREPARATION, EVALUATE THEIR STATISTICAL

FINDINGS AND JUDGE THEIR CONCLUSIONS. SIMILARLY, THROUGH MANAGING RESEARCH IN THIS MARKET, THE POST IS ABLE TO KEEP ABREAST OF CHANGING MARKET DYNAMICS WHICH MAY AFFECT ITS TRADE PROMOTION PROGRAM. POST IS ALSO COGNIZANT OF THE FACT THAT FOREIGN BASED RESEARCH FIRMS ATTEMPT TO SUBLT CONTRACT RESEARCH PROJECTS TO LESS THAN COMPETENT LOCAL RESEARCH FIRMS. THIS ARRANGMENT WE WISH TO AVOID.

3. IN VIEW OF THE FOREGOING, THE FOLLOWING OBJECTIONS ARE RAISED TO THE MANNER IN WHICH THE CONTRACT FOR THE "LABORATORY INSTRUMENTS" GLOBAL MARKET SURVEY WAS AWARDED:

(A) TAIPEI 6583, WHICH TRANSMITTED THE PROPOSAL FOR HANDLING THE CONTRACT, WAS NEITHER ANSWERED NOR REFERENCED IN STATE 250582, THE CABLE WHICH AUTHORIZED CONSULATE GENERAL, HONG KONG, TO CONTRACT FOR THE TAIPEI RESEARCH WITH MOBIUS.

(B) IF THIS CASE SETS A PRECEDENT AND IF FUTURE SUPERVISORY CONTROL OVER MARKET RESEARCH IN TAIWAN IS TO BE VESTED IN OTHER POSTS, THEN THE EFFECTIVENESS OF THE MARKET RESEARCH FUNCTION AT THE TRADE CENTER IN TAIPEI IS NEGATED.

(C) UNDERSTANDABLY, THERE WAS A WIDE RANGE OF PRICES AMONG THE BIDS FOR THE CONTRACT. HOWEVER, IN ADDITION TO FOCUSING UPON THE LOWEST BID, DUE ATTENTION SHOULD BE PAID TO OTHER IMPORTANT CONSIDERATIONS RAISED BY STAFF ON LOCATION IN THE FIELD. IDENTIFYING COMPETENT RESEARCH CONTRACTORS AT AN EARLY DATE IN THIS MARKET WAS INDEED DUE SUCH CONSIDERATION.

4. IN THE FUTURE, WE TRUST THAT THE POST'S INSIGHTS AND OBSERVATIONS WILL BE GIVEN CONSIDERATION. THIS, IT SEEMS, IS FUNDAMENTAL TO COORDINATING AN EFFECTIVE MARKET RESEARCH FUNCTION IN TAIPEI.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 DEC 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974TAIPEI07201
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740352-1141
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741256/aaaabwfv.tel
Line Count: 96
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: TAIPEI 6583, STATE 250582, HONG KONG
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 22 AUG 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 AUG 2002 by ReddocGW>; APPROVED <11 FEB 2003 by MorefiRH>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: GLOBAL MARKET RESEARCH - LABORATORY INSTRUMENTS
TAGS: BEXP, TW
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005